

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Frank Addante	Art Unit :	1796
Serial No. :	09/851,029	Examiner :	Tri V. Nguyen
Filed :	May 7, 2001	Conf. No. :	2494
Title :	METHOD AND APPARATUS FOR TRANSACTION TRACKING OVER A COMPUTER NETWORK		

Mail Stop Appeal Brief - Patents

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NOTICE OF NONCOMPLIANT APPEAL BRIEF

In response to the Notice of Noncompliant Appeal Brief dated August 6th, 2010,
Applicant hereby submits the following updated section.

(5) Summary of Claimed Subject Matter

Independent claim 78 recites a method of compiling transaction information. See, e.g., Fig. 2 (226). A cookie is formatted at an ad server, the cookie including information related to a selection of an advertisement at a content site. See page 9, line 20. A cookie is stored at a user node of a user who made the selection. See page 10, lines 25-35. The cookie is provided from the user node to the ad server whenever the user makes a transaction at a sale site associated with the advertisement. See, e.g., page 11, lines 20-30.

Applicant : Frank Addante
Serial No. : 09/851,029
Filed : May 7, 2001
Page : 2 of 2

Attorney's Docket No.: GP-1700-12-US/16113-
1350001

No fees are believed due at this time. Please apply any other charges or credits to
Deposit Account No. 06-1050.

Respectfully submitted,

9/7/2010
Date: _____

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